



## **CID 342: Leading Innovation**

### **COURSE SYLLABUS:**

**Term:** Spring

**Year:** 2024

### **INSTRUCTOR INFORMATION**

**Instructor:** Paige Bussell

**Office Location:** Online, Remote

**Office Hours:** Email, Telephone, or Virtual by appointment

**Office Phone:** 903-468-3209

**University Email Address:** Paige.Bussell@tamuc.edu

**Preferred Form of Communication:** Email

**Communication Response Time:** 24 hours or less

#### **Instructor Notes:**

WELCOME to CID 342! Please thoroughly review the syllabus.  
This is CID 342.0CW 27160.

### **COURSE INFORMATION**

#### **Course Description**

This course helps students develop the critical thinking skills needed for a role as an organizational leader, whether starting and operating a small business or not-for-profit organization or working for an existing corporation or company. In other words, the hallmark of a successful manager and leader is treating the company for which an individual works as if it were your own. As such, this course develops the basic skills individuals need to evaluate opportunities that can be applied across myriad managerial and leadership positions, anticipate challenges, assess the best course of action, monitor its progress, make adjustments, develop competitive advantages, seize and respond to opportunities, adapt to market changes, and the like.

## Student Learning Outcomes

Completion of this course provides the student with the knowledge to:

1. Create components of a viable business plan.
2. Demonstrate management, leadership, and communication skills for running and growing a business.
3. Demonstrate techniques for analyzing costs, preparing financial documents, and reporting requirements.
4. Design an effective strategy for marketing, customer service, selling and relationship building.
5. Create a plan for researching, securing and managing the financial aspects of the enterprise.
6. Devise a plan for business operations that will ensure the business delivers on its promises to customers.
7. Evaluate one's own position or conclusions through reflective thinking and create well-reasoned arguments.

## Program Description

Courses with the "CID" prefix are competency-based courses that can fulfill elective credits within other competency-based degree programs. Students should check with their advisor about the applicability or need for elective courses in a student's major or support courses.

## Course Materials

This course has been designed using Open Educational Resources (OER) and/or materials that are available through the [Waters Library](#). All materials are embedded within the course or are accessible via the internet or accessible through the Waters Library resource portal. After taking the pretest, students are encouraged to bookmark, download, or save materials provided via the internet for use with assignments and projects in this class.

## Regular and Substantive Course Interaction

As a general guide, students enrolled in a three-semester hour course should spend one hour engaged in instructional activities and two to three hours on out-of-class work per week in a traditional semester. Students are expected to double this effort of engagement given that this course is being delivered in a seven-week term. Educational activities in this course are designed to ensure regular and substantive interaction between students and faculty to ensure that students are able to demonstrate competency.

## COURSE REQUIREMENTS

**Minimal Technical Skills Needed:** Students will need reliable computers and internet access for this course. Students must be able to effectively use my Leo email, my Leo Online D2L, and Microsoft Office.

**Instructional Methods:** This course is an online course. To be successful in this course, all content and course modules should be read and reviewed. All assignments and quizzes (both graded and not graded) must be completed. Please contact the instructor by email for any assistance.

Email your instructor as soon as you complete your pre-test so the instructor can access and grade your work.

**Student Responsibilities or Tips for Success in the Course:** To be successful in this course, all content and course modules should be read and reviewed. All assignments and quizzes (both graded and not graded) should be completed. Please contact the instructor by email for any assistance.

### ASSESSMENT

Students must achieve 80% or higher for the both the posttest and culminating business plan project to demonstrate competency and pass the course.

#### Course Pre-test

The purpose of the pre-test is to provide a baseline understanding of your knowledge in this competency. The pre-test is required before you begin studying course materials. If you do not make at least 80% on the pre-test, students will be expected to complete assignments, quizzes, and other course content to prepare for the post-test and culminating project.

| Content  | Description   | Value      | Notes   |
|----------|---|------------|---|
| Pre-test | This is the initial assessment in the course to provide a baseline understanding of a student's knowledge of the course content and competencies. Pretests are taken once and should be completed upon the first couple of days of a CBE academic term or entry into a course if a student is an accelerator. | 100 points | <p><u>Required before completing any other work in the course.</u> The grade on the pre-test does <b>not</b> count in the final grade for this course.</p> <p><b>SUGGESTED DUE DATE: First week of class enrollment.</b><br/> <b>FINAL DUE DATE: Last day of week 7, Friday by 11:59 PM CST</b></p> |

#### Business Plan Project (Culminating Project)

The final project is a response to ten questions which are combined to create a business plan for an organization of the student's choosing. The business plan project covers the components of a business plan, is worth 100 points, and will be averaged with the post-test grade to determine the final grade. **A score of 80% or higher is required.**

| Content               | Description   | Value      | Notes   |
|-----------------------|---|------------|---|
| Business Plan Project | Assesses your knowledge of the concept of a business plan through guided questions. | 100 points | <p>Required and you must score 80% or higher.</p> <p><b>SUGGESTED DUE DATE: Last day of week 5, by 11:59 PM CST</b> if revision/resubmission is needed.<br/> <b>FINAL DUE DATE: Last day of week 6, Friday by 11:59 PM CST</b> with no opportunity for revision/resubmission.</p> |

## Course Post-Test

The final comprehensive exam assesses student knowledge and understanding of major course concepts, theories, and processes. A **score of 80% or higher is required** to demonstrate competency.

| Content   | Description   | Value      | Notes  |
|-----------|---|------------|--|
| Post-test | Measures your competency of learning outcomes through essay, short answer, and multiple-choice questions. | 100 points | Required and you must score 80% or higher. You have three attempts.<br><b>FINAL DUE DATE: Last day of week 7, Friday by 11:59 PM CST</b> |

If you score less than 80% on the post-test, you will have an opportunity to review the material and retake the post-test two additional times. If the posttest score is less than 80% within three attempts, students will receive a grade of "F" in the course and will be required to retake the course in the new term. Students who fail the posttest should review instructor feedback before reattempting the posttest.

## GRADING

A score of 80% or higher on the Business Plan Project and Posttest is required to demonstrate competency and receive credit for the course. These two items will be averaged and used to calculate your final grade for the course:

| Item                   | Worth             |
|------------------------|-------------------|
| Post-test              | 100 points        |
| Business plan exercise | 100 points        |
| <b>Total</b>           | <b>200 points</b> |

### Grading Scale:

A = 180-200 points (90-100%)

B = 160-179.9 points (89-80%)

F – 159.9 or fewer points (79% or below)

## ACCELERATION PROCESS

Students enrolled in competency-based education courses in the College of Innovation and Design are permitted to accelerate from one CBE course to another during a seven-week academic term under certain conditions. The request to accelerate from one course to another must be initiated by the student upon successful completion of currently enrolled CBE courses. Students are responsible for maintaining communication with faculty and their assigned advisor(s) throughout the acceleration process. Students who fail a course or who drop/withdraw from a CBE course are not eligible for acceleration. Student may only request permission to accelerate in one course at a time. Request to accelerate is initiated and completed by 5:00 pm CST on the fifth Friday of a seven-week academic term.

## Process

1. Student successfully completes all required coursework in their CBE courses(s) with a grade of “A” or “B.”
2. Student receives emailed verification from the assigned instructor that the course has been satisfactorily completed (Grade of A or B only).
3. Student contacts assigned advisor to provide proof of completion and discuss eligibility for acceleration into another course.

## TECHNOLOGY REQUIREMENTS

### LMS

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

[https://documentation.brightspace.com/EN/brightspace/requirements/all/browser\\_support.htm](https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm)

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

### ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or [helpdesk@tamuc.edu](mailto:helpdesk@tamuc.edu).

**Note:** Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

### Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found on the [Brightspace Support Webpage](#).

### COMMUNICATION AND SUPPORT

This is an online course; therefore, expect most communication to be online as well. If you have any questions or are having difficulties with the course material, please contact your instructor. Correspondence will always be through university email (your “myLeo” mail) and announcements in myLeo online (D2L). The instructor will make every effort to respond to emails within 24 provided the correspondence follows the requirements listed below. Students are encouraged to check university email daily.

All emails from students should include:

- Course name and subject in the subject line (ex. EDCB 517 – Posttest)
- Salutation
- Proper email etiquette (no “text” emails – use proper grammar and punctuation)
- Student name and CWID after the body of the email

## **COURSE AND UNIVERSITY PROCEDURES/POLICIES**

### **Syllabus Change Policy**

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

### **Student Conduct**

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

### **TAMUC Attendance**

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

### **Academic Integrity**

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

[Undergraduate Student Academic Dishonesty Form](#)

[Graduate Student Academic Dishonesty Form](#)

### **CID Policy on Academic Integrity**

Academic dishonesty includes cheating, complicity in cheating, multiple submissions (or substantial portions) of the same work for credit without authorization, submitting another’s work, plagiarism, submitting algorithmically (AI) plagiarized work, and other acts that may reasonably be called academic dishonesty.

- Students who commit academic dishonesty will receive a grade of 0 for the assignment in the course and be issued a Written Warning that is reported to the CID Assistant Dean’s office and listed in a database.
- If the student does NOT have a previous Written Warning for academic dishonesty reported in CID courses and has additional attempts available for the assignment, the student may resubmit the assignment (this applies to CBE courses only).
- If the student has a Written Warning of academic dishonesty reported in CID courses, the student may NOT resubmit the assignment, and the instructor will follow the procedure detailed in [Policy 13.99.99.R0.03](#) for Undergraduate Academic Dishonesty and report the incident to the Provost Office.

### **Use of Artificial Intelligence**

Texas A&M University-Commerce acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course.

Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

### **Students with Disabilities-- ADA Statement**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

### **Office of Student Disability Resources and Services**

Texas A&M University-Commerce

Velma K. Waters Library Rm 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: [studentdisabilityservices@tamuc.edu](mailto:studentdisabilityservices@tamuc.edu)

Website: [Office of Student Disability Resources and Services](#)

### **Nondiscrimination Notice**

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

### **A&M-Commerce Supports Students' Mental Health – Counseling Services**

The Counseling Center at A&M-Commerce, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit [www.tamuc.edu/counsel](http://www.tamuc.edu/counsel)

### **Campus Concealed Carry Statement**

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) online document and/or consult your event organizer.

Web URL:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

**COURSE OUTLINE / CALENDAR**

| <b>Learning Objectives and Competencies</b>   | <b>Assignments</b>  |
|---|---|
| <b>LO1: Components of a business or organizational plan</b>   | Read the material for the week. Answer any discussion questions and complete any assignments.<br><b>Suggested completion date</b><br><b>End of Week 1</b>                             |
| <b>LO2: Skills for running and growing an organization</b>  | Read the material for the week. Answer any discussion questions and complete any assignments.<br><b>Suggested completion date</b><br><b>End of Week 2</b>                             |
| <b>LO3: Costs, financial documents, and reporting</b>   | Read the material for the week. Answer any discussion questions and complete any assignments.<br><b>Suggested completion date</b><br><b>End of Week 3</b>                             |
| <b>LO4: Business strategies</b>   | Read the material for the week. Answer any discussion questions and complete any assignments.<br><b>Suggested completion date</b><br><b>End of Week 4</b>                             |
| <b>LO5: Enterprise’s financial plans</b>  | Read the material for the week. Answer any discussion questions and complete any assignments.<br><b>Suggested completion date for Business Plan project: End of Week 5</b>            |
| <b>LO6: Organizational operations plan</b>  | Read the material for the week. Answer any discussion questions and complete any assignments.<br><b>Final completion date for Business Plan: End of Week 6</b>                        |
| <b>Complete the post-test.</b><br><b>Turn in your business plan project as soon as you can or no later last day of week 7, Friday by 11:59 PM CST</b> | A study guide is available in D2L.<br>Instructions and rubric available in D2L.<br><br><b>All assignments completed by date:</b><br><b>Last day of week 7, Friday by 11:59 PM CST</b> |